

WRITE your *About* PAGE

Composition Worksheet

About Page Composition Guide for Product-Based Businesses

Okay, this is it. Now you get to put it all together. Collect all your worksheets from this module and have them at the ready. You're going to edit and compile your brainstorm into one powerful About Page.

Remember your best practices in content writing:

- Write as you speak. Don't think so hard.
- Write as though you are talking to one person. Visualize the person you want to work with. Write to her.
- Be straightforward. A great copywriting adage: be clear, not clever.
- Don't be afraid to be yourself and get personal. It's a great way to talk about what you do. Everyone is interested in real life success stories. If you're doing work you love, people are going to want to know how you made it. And if you have a compelling before and after, it's something they'll remember.
- Mine your emotions. Don't be afraid to talk about how aspects of your journey felt.
- Allow yourself to be honest.
- Don't fret about appearances.
- Don't fret about messaging (you've done all that hard work already)
- Think of every opportunity to tell your story as a celebration of your journey.

WRITE your *About* PAGE

Here we go...

YOUR BOLD STATEMENT

Make a bold statement about what you believe, your values or your passion in your business.

ABOUT THE BRAND

What makes your brand relevant or unique?

WRITE your *About* PAGE

ABOUT THE PRODUCT

Tell them about your product, its value, the need it fulfills

ABOUT THE PERSON BEHIND THE BRAND

Tell them about you, your relevant personal and professional history:

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REITERATE YOUR UNIQUE VALUE

What sets you apart from the competition?

WRITE YOUR CALL-TO-ACTION

What do you want your prospects to do next?